Motivation Theory

Objective

Actions: Discuss Motivation As It Relates To Human Behavior

Conditions: Given Classroom Discussion **and Practical Exercise**

Standards: Students Will Be Able To Discuss:

- Types of Motivation Theory
- Maslow's Hierarchy Of Needs Model

Overview

- Define Motivation
- Discuss The Motivation Theory
- Discuss Maslow's Hierarchy Of Needs Model
- Discuss McClelland's Needs Model

Definition

- Webster – An Act Or Process Of Motivating, The Condition Of The One Motivated, A Force, Stimulus, Or Influence: Incentive Or Drive.
- Herbert Petri – The Concept Used To Describe The Forces Acting On Or Within An Organism To Initiate And Direct Behavior.
- Abraham Maslow – That Which Is Derived From The Needs Of The Person.

Motivation Theory

- Accounts For Behavior By Making Logical Conclusions And Assumptions
- Seeks To Explain How These Are Affected By The Work People Accomplish And The Situation In Which They Do It
- Types
  - Content Theory
  - Process Theory

Content Theory

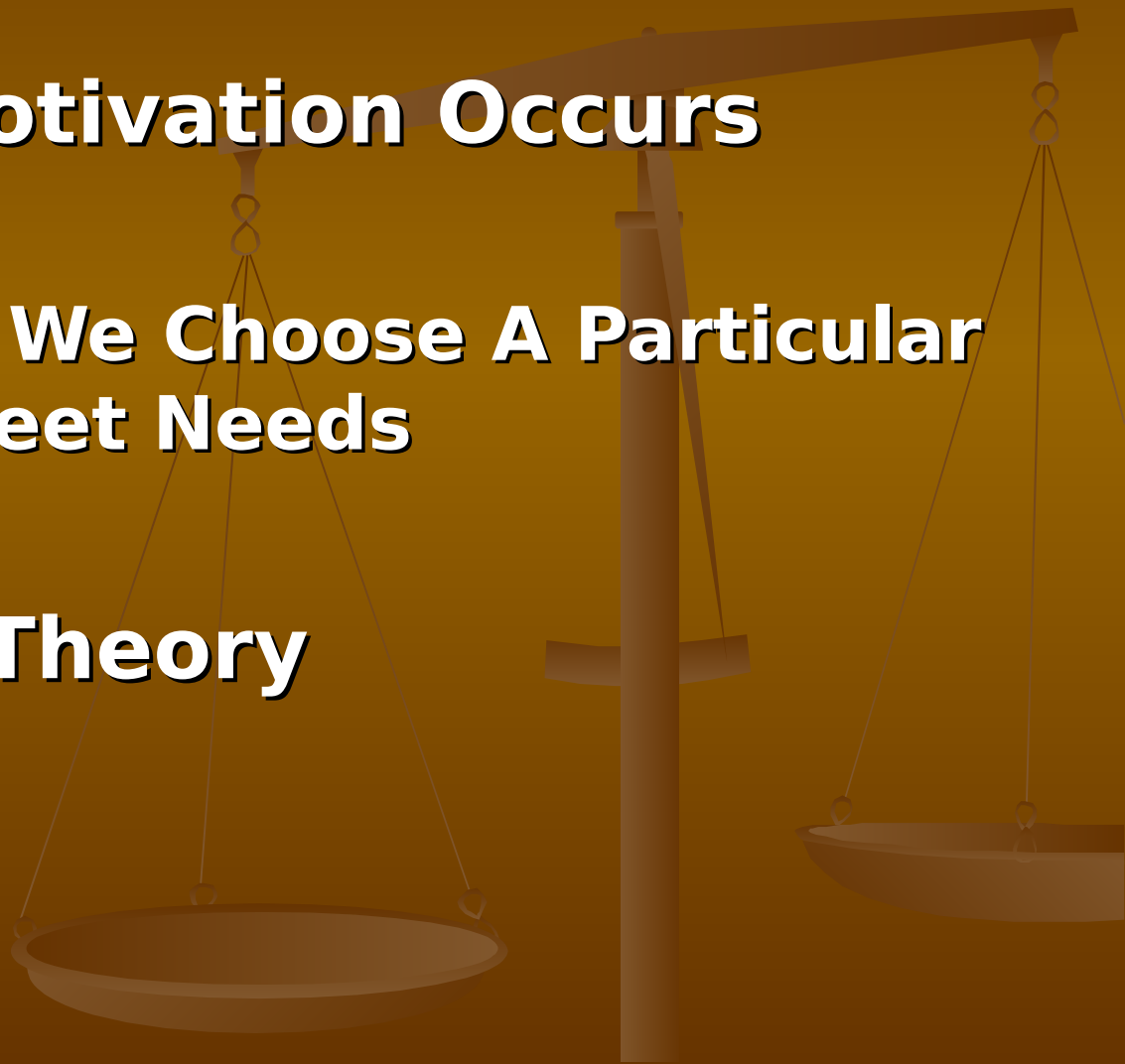
- Asks What Motivates People
- Explains Motivation In Terms Of Needs
- Specify A Variety Of Needs
- In Some Cases Dynamic Shifts Of Needs

Content Theory

- Often Referred To As “Needs Theories”
- Underlie The Strength And Character Of Our Desires Or Wants
- Two Types
  - Malsow’s Heirarchy Of Needs Model

Process Theory

- Asks How Motivation Occurs
- How And Why We Choose A Particular Behavior To Meet Needs
- Expectancy Theory



Maslow's Hierarchy Of Needs

Goal: Discover The Unmet Need And Figure Out How To Use It As A Lever For Motivation To Secure The Desired Outcome.

Maslow's Hierarchy Of Needs

- Satisfaction Of Need Is The Means Of Motivation
- Unmet Need Motivates Behavior
- Lower Level Of Need Must Be At Least Partially Met Before Moving Higher
- We All Have The Same Five Basic Needs
- Once A Need Is Satisfied, It No Longer Motivates Behavior
- Everyone Is Always Motivated By The Next Level Of Unsatisfied Need – Either Up Or Down

Influences

- Our Behavior Is Affected By Our Needs
- People Do Different Things For The Same Reason
- People Do The Same Thing For Different Reasons
- Most Actions Have More Than

Limitations

- Linear Approach Is Limited
  - Varies In The Cross-Cultural Settings Of Collectivism And Individualism
  - Collectivism – Priority To In-Group Goals
  - Individualism – Priority To Personal Goals

McClelland's Needs Model

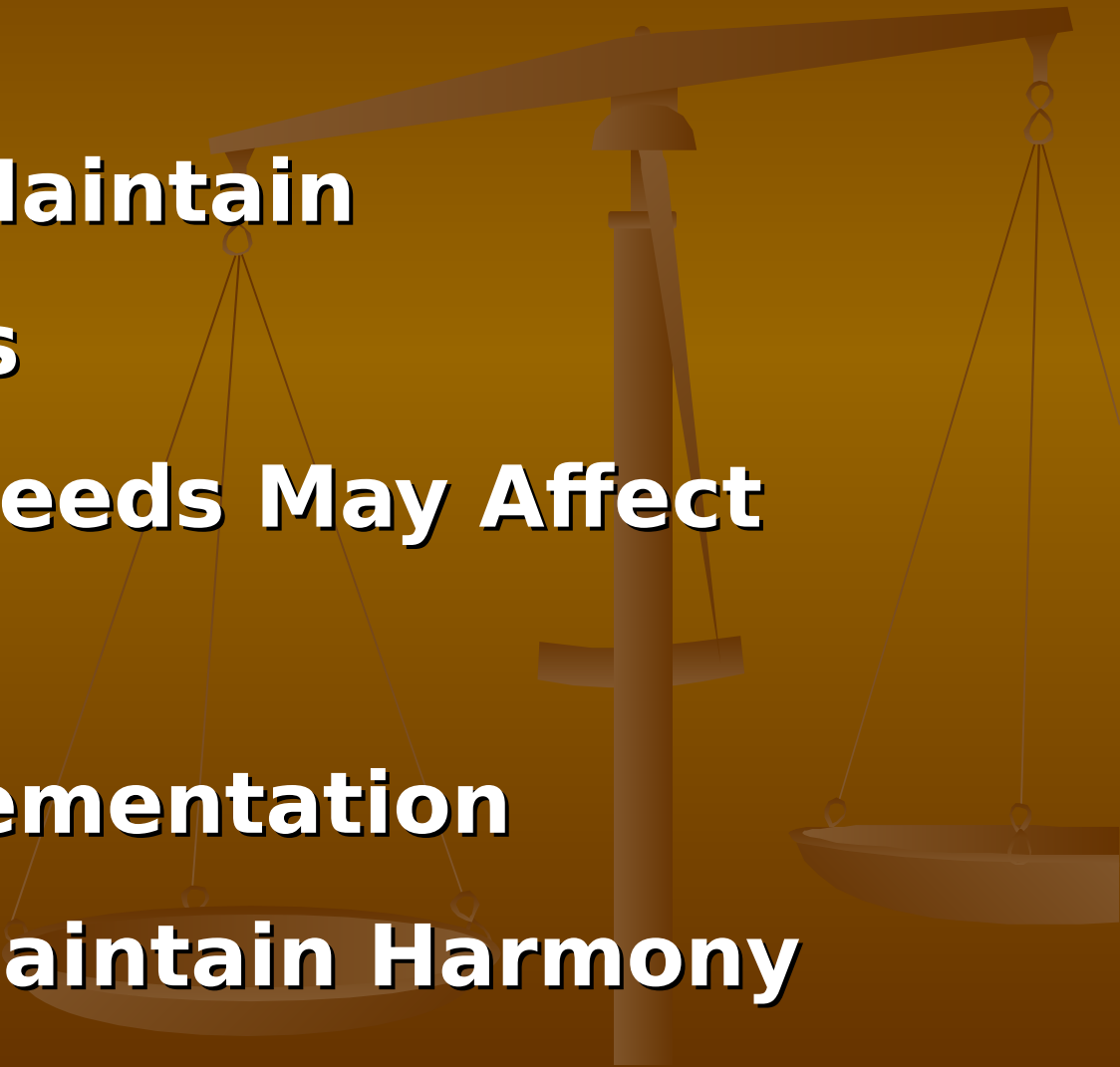
- People Are Motivated By Three Basic Needs
  - Achievement
  - Affiliation
  - Power
- People Possess These Needs In Varying Degrees

Achievement "Finishers"

- Enjoy Challenge
- Want Ensured Success
- Conservative Goals
- Plan Ahead
- Personal Responsibility
- Need Hard Data

Reinforcement

Affiliation "Lovers"



- Establish/Maintain Relationships
- Approval Needs May Affect The Decision Making/Implementation
- Strive To Maintain Harmony

Power "Winners"

- Usually Quite Fluent
- Enjoy Conflict
- Strong-Speaking Skills
- Autocratic Decision Making
- Situations Are Win/Lose
- Can Make People A Means To An End; Relationships Lost

Summary

- Defined Motivation
- Discussed The Motivation Theory
- Discussed Maslow's Hierarchy Of Needs Model
- Discussed McClelland's Needs Model

Questions